

# Mhark Joseph R. Galang

User Journey and Agile Ceremonies

## User Journey Map (GROUP 3)

Persona		Scenario				
		Sarah has heard about TicketWave from a friend and wants to book tickets to watch a highly anticipated movie with her partner, Mark, this weekend.				
		Initial Awareness	Research and Discovery	Initial Engagement	Onboarding	Advocacy
User actions		Hears about "TicketWave" through social media  Chooses to check it out	Explore the whole Ticket wave website  Navigates to the listings to view movie lists and prices	Selects a movie  Inputs payment information to check out	Uses debit card; credit card not accepted  Prompted to create an account or log in as a guest.  Creates an account including adding payment options to enjoy tailored suggestions and quicker bookings in the future.	Recommends website to social media  Gives low rating online based on checkout experience
Touchpoints		Banner Ad	Homepage Search bar  Landing page Category page  Ticket Booking Page	Login/sign-up page  Movie Listings  Ticket price listings	Payment page  Error message  Shipping page  Order confirmation	Customer review page
Emotions						
Pain points		Too many steps to get to desired product; confusing or boring web layout	Checkout page doesn't support all credit cards	Reserved seats may not be as comfortable or desirable as expected.		
Possible solutions		Enhance payment processing reliability and offer multiple payment options. Implement a payment confirmation step to reduce errors.	Clarify checkout page to show accepted payment options, or work to support more payment methods	Collaborate with theaters to ensure seats are comfortable and well-maintained.		

# In a nutshell

## IPM

Iteration Planning Meeting

It's a crucial ceremony within Agile methodologies like Scrum.

## Kick-Off

with BA and QA

It is not a standard ceremony like the Iteration Planning Meeting or Daily Stand-up, but it can play an essential role in launching a new project or initiative within the Agile framework.

## Desk Check

with BA and QA

It is a manual code review or code inspection process. It involves a programmer or developer reviewing their own code line by line.

# Elaborate

## IPM

- An Iteration Planning Meeting is a fundamental ceremony in Agile frameworks like Scrum.
- It's designed to set the direction for a specific time frame called an iteration or sprint, which is usually 2-4 weeks long.
- During this meeting, the Agile team collaborates to plan and commit to a set of user stories or tasks they will work on during the upcoming iteration.

# How to do

## IPM

- Prepare: Review the product backlog, prioritize user stories, and ensure the team understands the project's goals.
- Gather the Team: Bring together the Agile team, including developers, testers, and the Product Owner.
- Review Backlog: Discuss and clarify backlog items. Ensure everyone understands the requirements.
- Estimate Work: Estimate the effort required for each item, often using story points or hours.
- Commit to Work: Based on capacity and estimates, commit to a set of backlog items for the iteration.
- Break Down Tasks: If needed, break committed items into smaller tasks and define "Done" criteria.
- Plan Work: Create a plan for how the team will complete the work during the iteration.
- Conclude: Confirm the plan, address any issues, and start the iteration.
- The IPM sets the direction for the sprint and ensures everyone is aligned on what will be accomplished.

# Elaborate

## Kick-Off

- The Kick-off Meeting serves as a vital step in aligning all stakeholders, setting clear expectations, and establishing a strong foundation for the Agile project. It promotes collaboration, transparency, and a shared understanding of the project's objectives and scope.

# How to do

## Kick-Off

- Introduction: Start with introductions and set the meeting's purpose and objectives.
- Project Overview: Present an overview of the project, including goals, scope, and vision.
- Roles and Expectations: Clarify the roles and expectations of team members and stakeholders.
- Agile Framework: Explain the chosen Agile framework (e.g., Scrum, Kanban) and its principles.
- Team Norms: Discuss and agree on working norms and agreements.
- Backlog Overview: Present the initial prioritized backlog items.
- Definition of Done: Define what "done" means for the project.
- Release and Iteration Planning: If applicable, discuss high-level planning.
- Tools and Communication: Review tools and platforms for tracking progress and communication.
- Q&A: Allow for questions and clarifications.
- Next Steps: Conclude with immediate next steps and tasks.

# Elaborate

## Desk Check

- Desk checks are a valuable practice in the software development process as they catch errors early, reduce the likelihood of bugs reaching the testing or production stage, and promote code quality and maintainability. However, they should not replace formal code reviews involving multiple team members, as those provide a broader perspective and uncover issues that may not be apparent during a desk check.

# How to do

## Desk Check

- Review Code: Carefully examine your code, line by line, for errors, bugs, and logical issues.
- Check Readability: Ensure code is readable and follows coding standards.
- Assess Flow and Logic: Verify that code logic is correct, and control structures are properly implemented.
- Consider Boundary Conditions: Pay attention to boundary cases and edge conditions.
- Test Design: Think about how the code should be tested and design appropriate test cases.
- Review Documentation: Check for clear comments, explanations, and documentation within the code.
- Error Handling: Examine how errors are handled and if they are handled appropriately.
- Optimization: Look for opportunities to optimize code for performance.
- Security Review: If applicable, review for security vulnerabilities.
- Testing: Optionally, run tests or execute the code with sample inputs to validate functionality.